

ORDER



WKYC

Orders	Order / Rev:	715719	
	Alt Order #:		
	Product Desc:	Issue 2	
	Estimate:		
	Flight Dates:	09/24/12 - 10/07/12	
	Original Date / Rev:	09/21/12 / 09/26/12	
	Order Type:	Political	
			WKYC
			Denel Kizler
			WKYC
			LOC
Agency	Name:	Strategic Media Placement/ POL	
	Buying Contact:	Nicholas Everhart	
	Billing Contact:		
		7669 Stagers Loop	
		Delaware, OH 43015	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	Protect Your Vote	
	Demographic:	A25-54	
	Product Codes:	IS-Issue/Non Ballot	
	Priority:	P-5	
	Revenue Codes:	AGY, GEN, POL	
		New Business Thru:	
		Order Separation:	00:15:00
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	30	\$61,200.00	\$52,020.00	September 2012	30	\$61,200.00	\$52,020.00	0.00
10/01/12	10/07/12	30	\$61,200.00	\$52,020.00	October 2012	30	\$61,200.00	\$52,020.00	0.00
					Totals	60	\$122,400.00	\$104,040.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Denel Kizler Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	09/24/12	10/07/12	M-F 6-7a	CM	6a-7a	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	10	\$14,000.00
Channel 3 News Today @ 6AM															
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		MTWTF--		5	\$1,400.00		0.00						
Week:	10/01/12	10/07/12		MTWTF--		5	\$1,400.00		0.00						
N 2	WKYC	09/24/12	10/07/12	M-F 7-9a Today	CM	7a-9a	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	10	\$14,000.00
Today Show															
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		MTWTF--		5	\$1,400.00		0.00						
Week:	10/01/12	10/07/12		MTWTF--		5	\$1,400.00		0.00						
N 3	WKYC	09/24/12	10/07/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
Channel 3 News 9am Sat															
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-----S-		1	\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	WKYC	09/24/12-09/30/12	Sat 9-1030a		9a-1030a				-----Sa--	:30	(\$1,400.00)	0.00	NM		
See MG 3.3															
[Prgm Change] ryder cup															
3	WKYC	09/30/12-09/30/12	Sun 9-1030a		9a-1030a				-----Su	:30	\$1,400.00	0.00	NM		
MG for 3.1 09/29															
	<u>Week:</u>	<u>10/01/12</u>	<u>10/07/12</u>	<u>-----S-</u>											
N 4	WKYC	09/24/12	10/07/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
NBC Today Show (Su)															
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Order / Rev: 715719
Alt Order #: _____
Flight Dates: 09/24/12 - 10/07/12

Advertiser: Protect Your Vote
Product Desc: Issue 2
Estimate: _____

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	09/24/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 -----S 1 \$1,400.00 0.00															
Week: 10/01/12 10/07/12 -----S 1 \$1,400.00 0.00															
N 5	WKYC	09/24/12	10/07/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 -----S 1 \$1,400.00 0.00															
Week: 10/01/12 10/07/12 -----S 1 \$1,400.00 0.00															
N 6	WKYC	09/24/12	10/07/12	EN (M-F) EN (M-F)	CM	6p-730p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 MTWTF-- 5 \$2,400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
5 WKYC 09/24/12-09/30/12 Browns Football-NFL Net Browns Football ---Th----- :30 \$2,400.00 0.00 NM															
Week: 10/01/12 10/07/12 MTWTF-- 5 \$2,400.00 0.00															
N 7	WKYC	09/24/12	10/07/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-W---S	:30	2	\$3,500.00	P-5	0.00	NM	4	\$14,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M-W---- 2 \$3,500.00 0.00															
Week: 10/01/12 10/07/12 --W---S 2 \$3,500.00 0.00															
N 8	WKYC	09/24/12	10/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 MTWTF-- 5 \$2,400.00 0.00															
Week: 10/01/12 10/07/12 MTWTF-- 5 \$2,400.00 0.00															
N 9	WKYC	09/24/12	10/07/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 MTWTF-- 5 \$2,400.00 0.00															
Week: 10/01/12 10/07/12 MTWTF-- 5 \$2,400.00 0.00															

Totals

60 \$122,400.00